



Alliance for
Rural
Electrification
Shining a Light for Progress

ARE Member Services Overview

Market Intelligence & Business
Development

Policy & Advocacy Support

Communications
& Marketing





Service Line 1

Market Intelligence & Business Development Support



Networking & B2B Opportunities: Members get round the year networking opportunities at ARE fora, in-country workshops, webinars and via direct contact with other Members & financiers through the ARE LinkedIn group, weekly alerts, as well as internal webinars and meetings.

Example: ARE's Energy Access Investment Fora typically mobilise more than 300 participants every year.



Direct Business Advice & ARE Off-Grid Matchmaking Platform: ARE's Members differ in expertise, size, focus, uses of technologies and business models. To enable effective matchmaking and mutual knowledge sharing, ARE developed the 'Off-Grid Matchmaking Platform', an interactive platform with a searchable world map and contact details of all Members. Members also have access to ad-hoc advice for their businesses and access to partners, funding opportunities through both the weekly alert and by directly contacting ARE's Secretariat. Find out more: <http://www.ruralelec.org/matchmaking-platform>



Weekly Alerts: Members receive weekly overviews every Friday with business prospects, tenders, procurements and marketing opportunities, as well as policy updates, events with discount rates, decentralised renewable energy (DRE) sector news, publications, jobs and more.



Sector Knowledge: Members receive the latest DRE sector policy papers, reports, toolkits, publications and more on a regular basis. Members can also learn from each other through on-the-ground success stories, which can be shared by Members on the 'ARE Member Case Studies' page on the website.



Access to Markets: ARE mobilises its Members in various off-grid business delegations in conjunction with relevant events to provide access to novel markets, meet local stakeholders, establish new business relations and strategic partnerships.



Service Line 2

Policy & Advocacy Support



Advocacy & Policy Campaigns: ARE acts as a bridge between its Members and key stakeholders from both public and private sectors like governments, policymakers and international funding partners to advocate for key changes and improvements that the sector needs.

Example: ARE has recently launched several policy initiatives related to COVID-19 (Call to Action), health care electrification and climate finance for off-grid renewables. ARE is driven by its Members for its Members and Members participate in campaigns by contributing with case studies and through peer review.



International Strategic Partnerships: Building on the aggregated opinion of Members, ARE influences global policy & development agendas to support market development and de-risking access to finance for projects at the programme and sector level.

Example: ARE has a long-standing cooperation with GET.invest (formerly RECP) on mobilising finance for off-grid renewables in particular in Sub-Saharan Africa. Members are actively consulted through the programme via webinars and events, such as the webinar on "GET.invest support tools for the decentralised renewable energy sector" organised in June 2020.



National & Regional Partnerships: ARE believes that strong national DRE markets are key to sector development. Therefore, ARE works hand-in-hand with national industry, national renewable energy associations and regional bodies to enable market development and capacity building across the sector.

Example: ARE has ongoing MoUs with the ECOWAS Centre for Renewable Energy & Energy Efficiency (ECREEE) and SADC Centre for Renewable Energy & Energy Efficiency (SACREEE).



Capacity Building: ARE continues to deliver trainings to interested organisations from both public or private sector and is further developing its training programmes related to key rural electrification topics, such as financing and technical design.

Example: ARE has organised trainings for DRE companies on bankability of mini-grids projects to African rural electrification authorities and co-organised a training with the African Development Bank to the Burkina Faso Government.



Service Line 3

Communications & Marketing Support



Visibility & Marketing via ARE's digital channels: Members receive visibility and marketing opportunities through ARE's digital channels, including the ARE Website, ARE Newsletter and social media channels. ARE Members can promote their press releases, cases studies and videos through these channels. The '**ARE Media Kit**', provides an overview of these services and can be consulted at any time.



4,400
Monthly Website
Visitors



3,200
followers



7,000
followers



6,600
followers



Visibility & Marketing via ARE events, exhibitions and awards: ARE Members gain access to exhibition and discount opportunities at events worldwide, speaking opportunities and information about upcoming awards and competitions in the sector.



Off-Grid Job Platform: Members can post vacancies on the 'ARE Off-Grid Job Platform' for free. With this tailor-made international off-grid job platform, ARE offers the possibility for its Members to find the right candidate for open positions. Additionally, the platform aims to attract additional skilled labour in the sector and give opportunities to talents to access positions in the sector.

A look back at ARE's 2020 story



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